



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0023893217** | File Number: **CPR-174260** | Submit Date: **10/07/2015** | Call Sign: **WCWF** | Facility ID: **73042** | City: **SURING** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/07/2015** | Filing Status: **Active**

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## Report reflects information for : Third Quarter of 2015

### General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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**Contact  
Representatives  
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Green Bay-Appleton
	Web Home Page Address	www.cw14online.com

**Digital Core  
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	6.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	No

**Digital Core Programs(6)**

<b>Digital Core Program (1 of 6)</b>	<b>Response</b>
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 7/4-9/26/15 7:00am, 7:30am, 8:00am
Total times aired at regularly scheduled time	39
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 6)</b>	<b>Response</b>
Program Title	Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 7/4-9/26/15, 8:30am, 9:00am, 9:30am, 10:00am
Total times aired at regularly scheduled time	52
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 6)</b>	<b>Response</b>
Program Title	Dog Town U.S.A.
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 7/4-9/26/15, 10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog town follows the stories of orphaned, unwanted, or problem dogs who find their way to Best Friends Animal Society. They are each rehabilitated by volunteers and employees for adoption or spend the rest of their lives in foster care at the Dog Town facility. Viewers learn the proper treatment of animals, volunteerism and social responsibility. Episode examples include rescuing dogs from a puppy mill, and the staff launching a new program to turn shelter dogs into search and rescue dogs.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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<b>Digital Core Program (4 of 6)</b>	<b>Response</b>
Program Title	Expedition Wild
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 7/4-9/26/15, 11:00am
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife expert Casey Anderson showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places. Through this program viewers will have a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of adventures, such as paddling the Grand Canyon, skiing with wolverines in British Columbia, observing mountain lions in Montana, staking out the scavengers of Yellowstone, investigating a raven's nest, observing polar bears on Alaska's northern slope and climbing rugged extremes in pursuit of Maine's black bears. These adventures will bring the viewer a rare experience with endangered species, some deadly, others dashing in the stunning natural ecosystem they call home.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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### Digital Preemption Programs #1

Questions	Response
Title of Program	Expedition Wild
List date and time rescheduled	9/5/15: 6:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	9/5/15: 117
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	Expedition Wild
List date and time rescheduled	9/19/15: 6:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	9/19/15: 119
Reason for Preemption	Sports

Digital Core Program (5 of 6)	Response
Program Title	Rock the Park
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 7/4-9/26/15, 11:30am
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2



Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On this program, close friends and hosts Jack Steward and Colton Smith come face to face with nature in America's national parks. Viewers will learn about the wonders of nature and the variety of wild animals that inhabit America. The hosts' adventures may inspire viewers to visit and explore the vast resources the national parks provide.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

### Digital Preemption Programs #1

Questions	Response
Title of Program	Rock the Park
List date and time rescheduled	9/5/15: 6:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	9/5/15: 124
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	Rock the Park
List date and time rescheduled	9/19/15: 6:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	9/19/15: 126
Reason for Preemption	Sports

Digital Core Program (6 of 6)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday: 7/5-9/27/15, 7am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core  
Educational and  
Informational  
Programming (0)**

**Sponsored Core  
Programming (0)**

**Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	DONNA FISCHER
Address	787 LOMBARDI AVE
City	GREEN BAY
State	WI
Zip	54304
Telephone Number	920-490-1467
Email Address	donna.fischer@wlu.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	WCWF produces the weekly program CW Focus, airing Sundays at 10am. Hosted by Robert Hornacek, reporter/anchor, this program highlights the people making a difference in the community and gives viewers an opportunity to get an in-depth perspective of residents' concerns in Northeast Wisconsin. On July 21st, Katie Phernetton rang the bell for the Salvation Army's Christmas in July program at Cabela's in Green Bay. On August 2nd, Katie Phernetton emceed "Fashion for a Cure" at Scheels in the Fox River Mall in Appleton, benefiting The American Cancer Society. On August 6th, 7th 8th and 9th, Katie Phernetton, CW14 Star, introduced bands at the Mile of Music festival in Appleton. On August 22nd, Katie Phernetton emceed The Warrior Princess Mud Run in New London. WCWF aired the following public service announcements: Be the Light, Babes, Hearth Walk Green Bay, Artstreet, Christmas in July, Laviolette Foundation, Suicide Awareness and Strike Out Cancer.

**Other Matters (8)**

<b>Other Matters (1 of 8)</b>	<b>Response</b>
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/3-12/26/15, 7:00am, 7:30am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock.

<b>Other Matters (2 of 8)</b>	<b>Response</b>
Program Title	Dog Town U.S.A.
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/3-12/26/15, 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Town follows the stories of orphaned, unwanted, or problem dogs who find their way to Best Friends Animal Society. They are each rehabilitated by volunteers and employees for adoption or spend the rest of their lives in foster care at the Dog Town facility. Viewers learn the proper treatment of animals, volunteerism and social responsibility. Episode examples include rescuing dogs from a puppy mill, and the staff launching a new program to turn shelter dogs into search and rescue dogs.

<b>Other Matters (3 of 8)</b>	<b>Response</b>
Program Title	Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/3-12/26/15, 8:30am, 9:00am, 9:30am, 10:00am
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets
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**Other Matters (4 of 8)**

**Response**

Program Title	Save Our Shelter
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10/3-12/26/15, 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program focuses on the rescue of animal shelters and pets in need across America. With the help of local community members, the program helps transform rundown shelters into highly functioning pet showplaces in the hopes that a new facade will ultimately result in more adoptions and more lives saved. Children will learn about the need for pet adoption throughout the United States, providing a clean and well-equipped home is essential to a pet's healthy lifestyle, and will demonstrate the proper care of pets.
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**Other Matters (5 of 8)**

**Response**

Program Title	Hatched
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/3-12/26/15, 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features how teens can successfully pursue their entrepreneurial dreams. Each week, a team of business leaders teaches basic but critical skills needed to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies. Hatched helps teens develop confidence and business savvy and brings young entrepreneurs to the table encouraging them to step up and seize their dreams.
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**Other Matters (6 of 8)**

**Response**

Program Title	Dream Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/3-12/26/15, 11:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a floating classroom. The captain and crew take children on an interactive learning voyage. In each episode, children may learn about the world's oceans, marine life, ecology and careers in science.

<b>Other Matters (7 of 8)</b>	<b>Response</b>
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday: 10/4-12/27/15, 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism.

<b>Other Matters (8 of 8)</b>	<b>Response</b>
Program Title	Origins
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/31-12/26/15 and Sunday, 11/1-12/27/15, 8:00am, 8:30am
Total times aired at regularly scheduled time	36
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years



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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

This program explores the origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature, and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars & Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives." This program will air on the station's secondary digital stream, 14.2.

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**Certification**

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>WCWF Licensee, LLC.</b></p>

## Attachments

No Attachments.